

A SZŐLŐ-BOR ÁGAZATBAN ALKALMAZHATÓ VERSENYKÉPESSÉGI MUTATÓK RENDSZERE

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ABSTRACT – Methods of measuring the competitiveness in the wine sector

The Accession of Hungary resulted a more significant competition than the earlier one in the wine sector. The increasing of the competitiveness of the sector is of outstanding importance since the Common Agricultural Policy of the next period has set the priority to improve the competitiveness on both the internal and external markets. The competitiveness of the Hungarian agriculture and within it that of the wine sector is rather contradictory. During the last decades the wine producing countries of the world increased the wine export while the Hungarian wine sector of similar favourable conditions is losing gradually its market share. Despite all of these the wine sector is the only sector of the Hungarian food sector, which – by increasing the internal consumption – could increase its domestic sale and in addition significant improvement can also be seen regarding the quality of the wines.

In my study I aimed at finding the most suitable approaches and theories in the wine sector.

In the literature various definitions of the competitiveness can be found. These are often contradictory and sometimes highlight only a few elements of the competitiveness. Competitiveness has not been defined yet scientifically. The interpretation of competitiveness is rather complicated; it covers both a definition and a calculation; since the determination of these can only be implemented by integrated data collection, complicated calculations and on the basis of various interpretations.

In my research I collected and categorized the methods, indicators and indices connected to competitiveness. I selected only those methods which can fully or to a definite extent be applied in the wine sector.

Kulcsszavak: szőlő, bor, versenyképesség, mutatószámok, komparatív előny